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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91196469
Party	Plaintiff Farm Fleet Supplies, Inc.
Correspondence Address	ERIC O HAUGEN HAUGEN LAW FIRM LLP 121 SOUTH EIGHTH STREET, 1130 TCT TOWER MINNEAPOLIS, MN 55402 UNITED STATES haugenmail@haugenlaw.com
Submission	Plaintiff's Notice of Reliance
Filer's Name	Eric O. Haugen
Filer's e-mail	haugenmail@haugenlaw.com
Signature	/Eric O. Haugen/
Date	03/26/2012
Attachments	Opposer's Notice of Reliance No. 2.pdf (59 pages)(5915526 bytes)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Farm Fleet Supplies, Inc.,

Opposer,

Opposition No. 91196469

vs.

Ser. Nos. 77/894710; 77/894766 and 77/894812

Blain Supply, Inc.,

Applicant.

OPPOSER'S NOTICE OF RELIANCE NO. 2

Pursuant to 37 CFR § 2.122, Opposer, Farm Fleet Supplies, Inc. hereby makes of record in connection with this proceeding the following documents:

1. A copy of an article entitled "*Big farm & fleet dealers merge*" by John Caulfield (April 19, 1999), document nos. N-0194 through N-0195.
2. A copy of an article entitled "*Farm & Fleet Stores Graze Home Improvement Pasture*" by Sean Sexton (May 22, 2000), document nos. N-0586 through N-0587.
3. A copy of an article entitled "*Orgill carves a spot in farm and fleet distribution*" (August 2, 2007), document no. N-0366.
4. A copy of an article entitled "*ANALYZING THE DIVERSIFIED AMERICAN HARDWARE/HOME CENTER MARKETPLACE*" by Bob Vereen (December 1, 2009), documents nos. N-0052 through N-0053.

5. A copy of a Press Release article entitled "*Western Leader Supports U.S. Veterans, Launches Wrangler® National Patriot™ Program*" (December 12, 2009), document nos. N-0208 through N-0209.

6. A copy of an article entitled "*Northerner Insulated Boot Size 9 - \$40*" (September 23, 2011), document no. N-0224.

7. Purina Mills information founds at maplecrestfarmky.com website, document no. N-0257.

8. A copy of an article entitled "*Tractor Supply digs into expansion plans*" (June 11, 2008), document nos. N-0544 through N-0545.

9. A copy of an article entitled "*Same-store sales up 1.9 percent at Tractor Supply*" (October 31, 2007), document no. N-0546.

10. A copy of an article entitled "*Tractor Supply names new board member*" (August 19, 2007), document no. N-0548.

11. A copy of an article entitled "*15 Points about the Top 500*" by Ken Clark (June 15, 2008), document no. N-0549.

12. "*Environmental Lubricants Manufacturing, Inc.*" information, Bloomberg Businessweek (January 26, 2012), document no. N-0569.

13. "*Senoret Chemical Co., Inc.*" information, Bloomberg Businessweek (January 26, 2012), document no. N-0570.

14. "*Doane Pet Care Company.*" information, Bloomberg Businessweek (January 26, 2012), document no. N-0574.

15. A copy of an article entitled "*US top 10 farm and fleet retailers by 1999 sales in dollars, with number of stores for 1999 and sales for 1998*", Tabular Research (January 1999), document no. N-0579.

16. "*Prevue Pet Products, Inc.*" information, Pets Global.com website page, document no. N-0580.

17. "*Cequent Consumer Products.*" information, TriMas Corporation website page, document N-0581.

18. Custom Marketing Services, Inc. web page, document no. N-0588.

19. PCH & Associates Market Focus piece, document no. N-0589.

20. Global Distribution Services web page, document no. N-0590.

21. roofingresource.roofingcontrator.com web page, document no. N-0593.

22. clean-rite.com web page, document no. N-0601.

23. Dri-Duck Apparel information found at clc.com web page, document no. N-0614.

24. A copy of a Press Release article entitled "*Sweeney's New Solar Powered Sonic Spikes Drives Moles & Gophers Away Chemical-free Product Uses Sonic Pulses to Repel Rodents*" by Carolyn Schinsky, document nos. N-0359 through N-0360.

25. Clearwater-West Sherburne *Antler Attakk* article, document no. N-0420.

26. A copy of an article entitled "*The Little City that Would*" by Mari Harries (March 17, 2011), document no. N-0423.

27. A copy of an article entitled "*Toy Fair 2004: Niche Toys*" by Becky Ebenkamp (February 16, 2004), document nos. N-0425 through N-0426.

28. A copy of an article entitled “*RTA add at Depot: CrossRoads stores said to lay plans.*” Press Release 1995, document nos. N-0427 through N-0428.

29. Large-Format Retail Analysis graph, DSU Research document no. N-0433.

30. Art Zulu Licensing Opportunities article, web page from the artzululicensing.com website, document no. N-0062.

31. KJK Sales LLC promotional piece, found at kjksales.com, document no. N-0270.

32. A copy of a Press Release article entitled “*INVISTA’S CORDURA® Brand Fabric Reinforcements Make Riggs Workwear® One Tough Pair of Pants*”, found at uniformmarketnews.com website, document no. N-0056.

33. A copy of a Press Release article entitled “*The Wrangler® Brand’s Karl Stressman Nabbed for Top Professional Rodeo Post*” posted by Wrangler Western Wear on September 12, 2008, document nos. N-0057 through N-0058.

34. A copy of an article entitled “*Copley And Wrangler Are “Tough Enough To Wear Pink?”*”, austinmusiccity.com web page, document no. N-0059.

35. Western & English Today article entitled “*Wrangler Western Wear Launches 2nd Annual Wrangler National Patriot Tour*”(July 6, 2011), document no. N-0273.

36. A copy of an article entitled “*The Expert Source© for Automotive Professionals*” NEA Professional Recruiting Services, 2003 Pug Badlands, document no. N-0199.

37. Warren World Class Lubricants promotional piece, located at warrenunilube.com website, 2005, document no. N-0534.

38. Red Wing Shoe Company promotional piece, located at nationjob.com, website, document no. N-0421.

39. National Lawn and Garden Show event profiles, for the years 2011 and 2012, located at biztradeshows.com and twoexhibitions.com websites, document nos. N-0069 and N-0064 through N-0065.

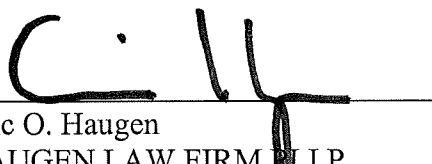
40. Melbourne International Flower & Garden Show found at biztradeshows.com website, document no. N-0066.

41. Compass Diversified Holdings "Our Companies" information concerning Liberty Safe and Security Products, document no. N-0256.

Each and every one of the above-cited publications will be relied upon by Opposer in support of the position that the phrases "farm & fleet" and "farm and fleet" are used typically, regularly, and understandably as wholly generic and descriptive terms. Each of the uses of these phrases as set forth in the above listed pieces is as a generic or descriptive indicator.

Respectfully submitted,

Date: March 26, 2012


Eric O. Haugen
HAUGEN LAW FIRM PLLP
121 South Eighth Street
1130 TCF Tower
Minneapolis, MN 55402
(612) 339-8300 – Phone

Attorney for Opposer,
Farm Fleet Supplies, Inc.

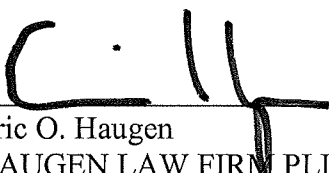
CERTIFICATE OF SERVICE

I hereby certify that a true copy of the foregoing OPPOSER'S NOTICE OF RELIANCE NO. 2 was served upon Blain Supply, Inc.'s attorney at their address of record via first class mail postage prepaid to:

Nancy B. Johnson
BRENNAN STEIL S.C.
One E. Milwaukee St.
Janesville, WI 53547-1148

Respectfully Submitted,

Date: March 26, 2012


Eric O. Haugen
HAUGEN LAW FIRM PLLP
121 South Eighth Street
1130 TCF Tower
Minneapolis, MN 55402
(612) 339-8300 – Phone

Attorney for Opposer,
Farm Fleet Supplies, Inc.

Ad Info▼

FindArticles / Business / Home Channel News / April 19, 1999

Big farm & fleet dealers merge

by John Caulfield

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- 7 tips for effective listening: productive listening does not occur naturally. It requires hard work and practice - Back To Basics - effective listening is a crucial skill for internal auditors
- America's most wanted j-o-b-s - 10 hottest employment opportunities
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- Culture, leadership, and power: the keys to organizational change - includes bibliography
- 101 Sample Write-Ups for Documenting Employee Performance Problems: A Guide to Progressive Discipline and Termination - Review

Central Tractor joins Quality Stores

MUSKEGON, MICH. -- Consolidation continues in farm and fleet retailing, as that sector's second-and third-largest dealers are merging to improve their position against a broad swatch of retail competitors nationwide.

Des Moines, Iowa-based Central Tractor (CT) Farm & Country, with 232 stores and \$600 million in 1998 sales, is joining forces with Quality Stores, based here, which has 112 units and annual sales of \$525 million. The combination will be paid for with an undisclosed amount of cash and stock.

Expected to close in the second quarter, this deal creates a company with outlets in 30 states that would eclipse Nashville-based Tractor Supply, formerly the largest farm and fleet dealer with 1998 sales of \$600.7 million and 250 stores.

CT's spokesman Jeff Stanton told NHCN that his company and Quality Stores are profitable, and that the merger maneuvers the new entity into a better competitive position "quicker" than they would have been able to do separately.

The combined company will be called Quality Stores and be located in Muskegon, but will continue to operate its stores under their current names. A distribution center and tractor parts facility that employs about 200 will remain in Des Moines.

This is CT's second merger, in as many years, integrating ConAgra's Country General chain in 1997.

Jim McKittrick -- the former Builders Emporium president who has led CT since the early 1990s and will be president and CEO of the new entity -- said in a statement that the merger

N-0194

"will enable us to compete more effectively with mass merchants, home center stores, and other independent and smaller-chain specialty farm stores."

Farm and fleet stores have spruced up appearances and product assortments to compete for what has become a customer base that has changed dramatically, as more city dwellers move farther into exurbs and rural areas, but expect the same products and services they got in more populated markets.

The influence McKittrick and other home center executives transplanted into the farm and fleet industry has been one of the catalysts behind these store upgrades, to go up against attractive store formats like America's Country Store, a joint venture development of Do it Best and Purina Mills.

J.W. Childs Associates, CT's majority shareholder, will own 39 percent of the combined company; investment firm Fenway Partners, will own 20 percent. CT's shareholders will own 10 percent of the combined company, Quality Stores' shareholders 81 percent.

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FindArticles / Business / Home Channel News / May 22, 2000

Farm & Fleet Stores Graze Home Improvement Pasture

by Sean Sexton

More Articles of Interest

- America's most wanted j-o-b-s - 10 hottest employment opportunities
- The dropout dilemma: One in four college freshmen drop out. What is going on here? What does it take to stay in?
- 7 tips for effective listening: productive listening does not occur naturally. It requires hard work and practice - Back To Basics - effective listening is a crucial skill for internal auditors
- Culture, leadership, and power: the keys to organizational change - includes bibliography
- The best time to buy a car: December is not the only time to get a new set of wheels. We'll show you when to make your move to the dealer's showroom

Incursions by home centers into smaller markets put pressure on these mostly rural dealers

Even as larger home improvement dealers encroach on their rural markets, farm and fleet retailers continue to resist adding substantially to their assortments of hardlines and building products. However, subtle concessions are being made by these dealers to accommodate the product and service expectations of suburbanites and city dwellers who are migrating to the country.

Nashville, Tenn.-based Tractor Supply, the industry's third-largest farm and fleet dealer, expanded its outdoor power equipment line with its own brand of lawn and garden power tools called Huskee. "When homeowners in our communities have a job to do with their lawns, we want them to think of Tractor Supply," said the company's CEO, Joe Scarlett. "We believe that with the combined strengths of our employees [who are] the best prepared in the industry and our Huskee brand, we will become the recognized source for lawn equipment."

Tractor Supply, which ended last year with 282 stores, dropped down a notch when Iowa-based Central Tractor Farm & Country merged with Quality Stores. The union, based in Muskegon, Mich., created a chain of 371 stores. Quality Stores has been modeling its stores to battle with new competition moving into its selling areas, such as America's Country Store, the format developed through a joint venture of Do it Best and Purina Mills. Lending a hand to its efforts have been retail home improvement executives whom Quality has been hiring in recent years.

The Virginia-based Augusta Cooperative has been serving rural and suburban communities since 1929, and its five stores now get 25 percent of their sales from home improvement products. "We found that people who are farmers buy the same things for their homes as the folks in the suburbs, and they also buy the materials necessary to run a farm," explained this

N-0586

company's sales manager, Berkley Gray. In addition to farm supplies and animal health products, Augusta Cooperative carries lawn and garden supplies, hardware and clothing.

Minnesota-based Mills Fleet Farm, whose 28 stores range from 40,000 to 175,000 square feet, dedicates about a third of its retail area in its larger outlets to home center merchandise; the smaller units lack a true home center but still carry hardware and other supplies. "Our company is 45 years old, and we expanded 15 years ago to include home center products," said ad manager Kurt Van Hout. Included in its mix is millwork, siding and roofing; ready-to-assemble furniture; hardware; power tools; plumbing; and electrical supplies.

Fleet Supply in Sauk Center, Minn., is a dealer-member of TruServ and is remodeling two of its four farm and fleet stores in line with the co-op's stepped-up marketing support of its True Value store banner, said vice president Mark Tomsche. However, the product mix in the stores would remain basically the same.

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Orgill carves a spot in farm and fleet distribution

AUGUST 2, 2007

The farm and ranch category by many accounts is a bright spot on the retailing landscape. On the recently published Home Channel News Top 500 Scoreboard, the farm and ranch segment -- making its first appearance on the list as a stand-alone retail category -- led all other segments in growth with a 10.2 percent jump over the previous year. The home center category was a close second, with 9.9 percent growth. Separately, farm-and-ranch stalwart Tractor Supply's comp-store sales of 4 percent outperformed the big boxes, handily.

Memphis, Tenn.-based distributor Orgill has been taking steps to capitalize on it, as well.

"For well over a century, Orgill has handled farm and agricultural products," said Jeffrey Brake, Orgill's merchandise manager for farm and pet. "But we have never really focused in and looked at it with capital letters."

Orgill's new emphasis on the sector is the result of several events, including those of the geographic variety. They include the acquisition of Omaha, Neb.-based distributor Wright & Wilhelmy, early in 2006. There was the opening of the Hurricane, Utah, distribution center in 2005. And there was a separate pick up of accounts in Texas and Oklahoma.

"So if you look at the locations, they all kind of point inward to the heart of our nation," said Brake. "This is prime farm and ranch territory."

Fine tuning the product mix is a never-ending strategy. Recently, Orgill brought in John Deere die-cast toys, completely re-engineered its wild bird assortment and enhanced rodent control and fly control -- a crucial element of livestock management.

One of the product solutions consists of a machine the size of a five-gallon cooler that can trap 50,000 flies a day, said Brake. "Fly control is critically important, and for a dairy farmer, cleanliness is critical also," he said.

Orgill finished both 2006 and the first half of 2007 with sales gains during the most severe housing slump since the 1980s. After ringing up sales of \$936 billion in 2005, the company surpassed the \$1 billion mark (\$1.036 billion) in 2006. Judging from sales in the first half of 2007, Beal expects mid-single-digit increases this year -- putting sales close to \$1.1 billion for the year.

Orgill President and CEO Ron Beal attributes that growth to resiliency and focus on the customer.

"In basically every category, we've gotten into different niches so the local guy has a lot of tools to compete in his market," Beal said. "We are flexible, and we are there for the independent to do what he needs to do."

For an in-depth look at Orgill's plans for 2008 and beyond, read the Aug. 13 issue of Home Channel News magazine.

RELATED CONTENT

[Fifty winning retailers, state by state](#)[Hardware store all-stars: Idaho, Illinois and Indiana](#)[Home Depot's Menear honored by City of Hope](#)[PCBC kicks off in San Francisco](#)[Home Depot will hire 60,000 for spring push](#)

N-0366

ARTICLES AND INDUSTRY NEWS

(continued from [imex.com](#))
 STORY: 120109-ATDAHHC
 by Bob Vereen, [Worldwide DIY Council](#)

ANALYZING THE DIVERSIFIED AMERICAN HARDWARE/HOME CENTER MARKETPLACE.

In America, perhaps more than in most other countries, hardware, tools and many of the other products stocked as basic merchandise by home centers, hardware stores and lumber-building material dealers can be found in all kinds of stores-from supermarkets to service stations, from drug stores to mass merchants, although the bulk of the business, of course, is still to be found in traditional retail channels. Those other retailers do, however, provide convenient alternatives for many consumers.

[Home Channel News](#), a trade publication, recently provided information on the 500 largest retailers of all types selling the kinds of products stocked in traditional outlets such as hardware stores, home centers and lumber-building material outlets.

Those 500 retailers accounted for sales of \$237.4 billion, and ranged in size from Home Depot, the world's largest home center chain, with \$71.3 billion in sales to 11 stores at the bottom of the list, each producing a modest \$23 million in annual sales. The magazine said the US Commerce Department estimates of the total market size to be \$381.3 billion.

The fact that retailers doing only \$23 million make a list of the Top 500 demonstrates how diversified the industry is. In fact, the stores at the bottom of the list do less annually than the average sales-per-store of any of the home center's big 3 retailers-Depot, Lowes and Menards.

It is because, in addition to these 500 firms, there are thousands of other smaller hardware stores, home centers and building material dealers serving America's 300+ million consumers. There are more than 15,000 hardware stores, maybe 3,000 small home centers and another 15,000 or more lumber-building material dealers, which focus on local builders but who also supply local DIYers to some extent.

It is not unusual for many local hardware or lumber-building material stores today to generate \$1 million or more in sales. Large hardware chains are very rare, but there are hundreds of smaller chains, operating from 2 to 10 stores-just much too small to appear in the Top 500 listing.

Reflecting the tough economic conditions retailers are facing around the world, the combined sales of the Top 500 U.S. firms declined 5.4% from the preceding year. Home Depot's sales fell 7.8%, whereas Lowes, #2 worldwide, slipped only 0.2%.

Not every retailer suffered declining sales. Among those actually increasing sales were Walmart, up 4% overall; Menards, America's third largest home center chain, up 1.3%, an Tractor Supply, a farm/ranch retailing giant, up 11.3%, plus countless others of much smaller size.

Hurt the most were those retailers serving home builders, whether giant builders or local builders. Stock Building Supply of Raleigh, North Carolina with 285 stores saw sales plummet by 24.5% and 84 Lumber, a Pennsylvania-based building material dealer, lost nearly a third of its business (32.3%) and had to close a number of stores. BMHC, a chain based in Boise, Idaho, lost nearly half its business (42.2%). It too closed stores.

As would be expected, home centers accounted for most sales of the listed retailers-55.9% of the Top 500 total, primarily due to Depot, Lowes and Menards. Pro dealers (serving builders) accounted for 14%. Home center sales as a group declined 4.5%, but those of dealers serving home builders (pro dealers) fell 16.4% as a group.

Collectively, pro dealers produced \$33.2 billion in sales, less than half that of Home Depot and about two-thirds of Lowes' sales, showing just how dominant those two chains are. In its compilation, [Home Channel News](#) included flooring and décor specialty stores, paint stores and farm & fleet stores. Flooring and décor stores racked up nearly \$16 billion collectively, and paint stores accounted for \$8.5 billion as a group.

The magazine estimated Walmart's hardgoods sales at \$26 billion (out of \$400 billion total), and Sears, with its hardware stores and other outlets, at \$8.9 billion.

One of the more interesting class of retailers in America these days is what is called "Farm & Fleet" or farm/ranch stores-stores located either in suburbia or smaller towns and focusing on serving the needs of regular farmers or so-called "gentlemen farmers", who maintain small acreage for gardens and some crops. These retailers, headed by Tractor Supply, fared far better, on average, than most of the other kinds of retailers listed.

They carry basic hardgoods, plus larger power equipment and other needs of the farm/ranch trade. Tractor Supply, a publicly-owned chain, is the dominant retailer in this class, even more dominant than Home Depot is in the home center category.

ADDITIONAL ANALYSIS FOR COMPARISON

Based on [Home Channel News](#)' research, we were able to compile average sales-per-store figures, as well as sales-per-employee for the top stores in each trade channel. The comparisons are very informative and can be helpful to

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N-0052

you in evaluating your own business.

Virtually all retailers in America now use a large number of part-time employees because they are open so many hours each day (sometimes all 24) and often 7 days a week. Consequently, the numbers shown in the accompanying charts understate the sales-per-employee since it considers all employees as full-timers. However, if all the part-timers were pro-rated to the equivalent of full-time personnel, average sales-per-employee would be considerably higher. Given the data provided on total number of employees, this was the only number that could be computed.

The difference is particularly understated for Home Depot, Lowes, Menards, Walmart and Sears and the 4 hardware chains, which employ so many part-timers. The per-employee performance for paint specialty retailers is more accurate since these retailers generally operate fewer hours and need to rely more on well-trained full-time employees. Sherwin-Williams, America's largest paint manufacturer, manufactures a number of different paint brands, and sells its products through other retailers, so its numbers are distorted because of its huge employee manufacturing base.

Of special interest to readers will be the performance of 3 On-Line/Catalog retailers, Northern Tool & Equipment, Harbor Freight Tools and Woodcraft Supply. Northern Tool, based in Minnesota, and Woodcraft Supply, headquartered in West Virginia, both operate a small number of retail outlets but primarily do business over the Internet and via direct-mail catalogs. Harbor Freight Tools operates far more outlets but most are little more than one or two-person small convenience outlets. Not having to operate long hours, as typical retailers do, enables Northern Tool and Woodcraft Supply to achieve high sales-per-employee.

So fill in your own figures and compare yourself with some giants.

INDEX OF ARTICLES

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N-0053



FOR IMMEDIATE RELEASE

Western Leader Supports U.S. Veterans, Launches Wrangler® National Patriot™ Program
Wrangler Promotes Patriotism and Appreciation of American Military Personnel and their Families

GREENSBORO, N.C. (Dec. 12, 2009) – The iconic American denim maker – *Wrangler® Western Wear* – today announced the launch of the Wrangler® National Patriot™ program, a campaign designed to raise awareness and funds for wounded or fallen American military veterans and their families. Utilizing the strength of the brand in the western industry and the palpable feeling of patriotism demonstrated at rodeo events throughout the United States, Wrangler is launching the program during the 2009 Wrangler National Finals Rodeo (NFR) – the Professional Rodeo Cowboys Association (PRCA) annual premier 10-day championship event in Las Vegas – with a goal of igniting a sense of patriotism across the country.

“We have a high level of pride and respect for the individuals serving in the U.S. military who show heroism every day in an effort to protect our country. This is our chance to give back to those veterans who have suffered injuries fighting for our country’s safety and freedom, and to their families who have lost a loved one while on duty,” said Phil McAdams, president, Wrangler Specialty Apparel. “It is a cause we believe will resonate with the western industry and rodeo community in particular, and one they will get behind with sincerity.”

The Wrangler National Patriot program is designed to generate success by uniting the entire rodeo and western communities to join forces in the support of our country. Employing the power of the masses, the western apparel brand is calling on rodeo committees across the country to get involved by creating their own unique programs to benefit locally based charities of their choice. Additionally, a new line of Wrangler men’s and women’s dress shirts embroidered with the Wrangler National Patriot logo will hit shelves in spring 2010 with a portion of the proceeds going to charities providing support to military veterans, much of which will stay in local communities across the country.

“Wrangler has had a strong involvement in the rodeo community since the brand’s beginnings in 1947,” said Jeff Chadwick, director of special events, Wrangler Western Wear. “We hope we can leverage this connection to make a difference in the lives of veterans. We’re looking forward to working with rodeo committees and rodeo fans yet again to support this cause in a big way.”

The Wrangler National Patriot shirts will be sold in western specialty retailers nationwide where Wrangler Western Wear is found. Following the Wrangler NFR, the Wrangler National Patriot program will continue to benefit charities supporting veterans through the combined efforts of both Wrangler and local PRCA rodeo committees across the country.

For those interested in learning more about the Wrangler National Patriot program and its cause, please visit www.wranglerwestern.com.

About Wrangler®

Wrangler® Western Wear apparel is available nationwide in specialty stores, including work apparel chains, farm & fleet, and western stores, as well as through on-line and catalog retailers. To find a retailer or for more information on the Wrangler family of products visit www.wrangler.com or call 888.784.8571.

- more -

- 2 -

About VF

Wrangler® is a division of VF Jeanswear Limited Partnership, which is an affiliate of VF Corporation. VF Corporation is a global leader in lifestyle apparel with a diverse portfolio of jeanswear, outdoor, action sports, imagewear, sportswear and contemporary apparel brands. Its principal brands include *Wrangler®*, *Lee®*, *Riders®*, *The North Face®*, *Vans®*, *Reef®*, *Eagle Creek®*, *Eastpak®*, *JanSport®*, *Napapijri®*, *Nautica®*, *Kipling®*, *John Varvatos®*, *7 For All Mankind®*, *lucy®*, *Ella Moss®*, *Splendid®*, *Majestic®* and *Red Kap®*.

VF Corporation's press releases, annual report and other information can be accessed through the Company's home page, www.vfc.com.

###

MEDIA CONTACT

Jenny Dubberly
jdubberly@fwv-us.com
919.832.6300

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Northerner Insulated Boot Size 9 - \$40 (Washington, Iowa)

Date: 2011-09-24, 2:46PM CDT

Reply to: sale-juszf-2615475597@craigslist.org [Errors when replying to ads?]

These are like-new insulated boots which will cost you \$87.97 new at Orschelns'. That is where I bought these.

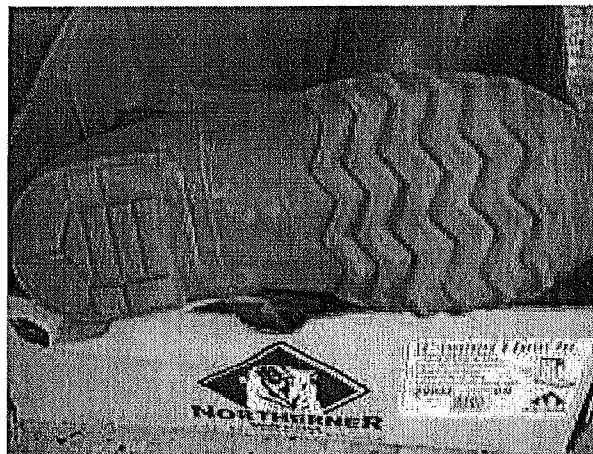
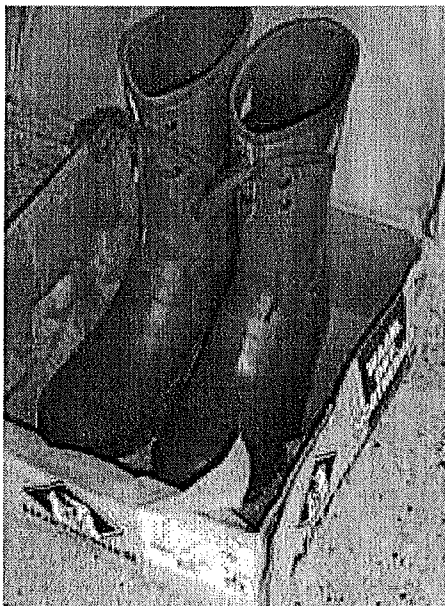
This box says the boots are Size 9 and they fit well. My usual shoe size is 9 1/2, and it appears that a "10" may be faintly stamped on the soles, for what that is worth. I really cannot tell. All I know for sure is that if they fit you, you'll save almost \$50 compared to buying a new pair in a farm and fleet store.

I have worn them eight or 10 times blowing snow in late blizzards, but they look and feel new.

Inquiries by way of phone only, please---too many scams on e-mail. CASH ONLY, in person.

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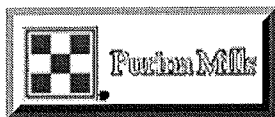
Riders and Organizers in raising tax deductible financial support for national and international competition. In 1996 the Bylaws were revised so that the Foundation could assist riders competing in the related disciplines of dressage and show jumping. I have recently established grant eligibility with the AHTF. By making a tax deductible contribution to the AHTF, you will be helping Reese and her horses realize their potential.

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Koffler Vision Group - Koffler Vision Group was founded by world-renowned ophthalmic surgeon Dr. Bruce H. Koffler in 1983. The practice offers a broad range of services, from routine to complex, to patients across the Commonwealth and across the country. Thorough eye examinations, eyeglass prescriptions and contact lens fittings are all in a day's work for our caring, highly trained team.



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Tractor Supply digs into expansion plans

JUNE 11, 2008

New York Durable clothing and alternative heating -- these are two of the merchandise categories Tractor Supply expects to grow in 2008.

At an investors' conference Wednesday, Tractor Supply CEO Jim Wright described the company's growth plans and explained an expense management program designed to help the farm and fleet retailer succeed in tough times.

The 791-store chain is coming off a year of 3.4 percent comparable-store sales growth. Comps declined 6.5 percent in the first quarter, but in 2008, the Brentwood, Tenn.-based company expects comp-store sales to grow in the 0 percent to 2 percent range.

The chain hopes to expand to 1,400 stores in the next five years. Ninety to 95 stores are expected to open in the current year. With \$2.7 billion in 2007 sales, Tractor Supply ranks 11th on the Home Channel News Top 500 Retail Scoreboard.

Speaking to analysts gathered for the Piper Jaffray Consumer Conference in New York, Wright pointed to a "significant upside in clothing," which currently accounts for 10 percent of the chain's business. The apparel mix -- emphasizing durability over fashion -- includes brands such as Wrangler and Carhartt.

Also on the upswing is alternative heating through wood, wood pellet, space heaters or auxiliary heating products.

"We are focused to serve consumers who are looking for alternative ways of heating their house," he said. "We expect heating to be more important to us [this year]."

Wright also described livestock and pet, which he defined as products designed for the health care, training and containment of animals, as "growing at a very significant rate in the last five years." The category accounts for a third of Tractor Supply's business.

When asked by HCN whether traditional home center retailers would compete more on the farm-and-fleet turf, Wright made a tongue-in-cheek comment that brought a laugh from analysts: "I think they will find our inventory and turns unacceptable in their current expense models. Please share that point of view."

Wright further described Tractor Supply's success in competing with Home Depot, specifically. Two to three years ago, Home Depot tested equine categories, horse feed and an expanded pet section. "We fought that fight in six stores, and we didn't lose any market share," he said.

Though Lowe's has more rural roots than Home Depot, Wright described the Mooresville, N.C.-based retailer as, "for the most part, not in our space."



The chain hopes to expand to 1,400 stores in the next five years.

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"What makes Tractor Supply work is the eclectic mix of product that happens to produce a market basket that's just a general store for people living their lifestyle," Wright said. "I wouldn't doubt that several people will continue to take runs at some of our categories. And when they do, we'll respond."

The company responded aggressively to macroeconomic conditions. Wright said he recognized in the first week of February that his customers were in an undeclared recession. "We got the team together and began a very rigorous expense management program," he said.

The program began with careful payroll management, described by Wright as "by the store, by the week and [linked] to the store's current sales trends. We're doing a great job of that."

Tractor Supply also initiated what Wright called a "hiring frost." Not quite a hiring freeze, but a policy of limiting non-strategic hires. The company also decided early this year to postpone non-critical projects and cut non-essential capital expenditures. "We're looking at the ROI on virtually every project," Wright said.

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Same-store sales up 1.9 percent at Tractor Supply

OCTOBER 31, 2007

Farm and fleet retailer Tractor Supply saw third-quarter earnings of \$17.5 million, down 3.3 percent from \$18.1 million last year. Sales were up 12.5 percent to \$629.2 million from \$559.2 million in the previous year.

Same-store sales increased 1.9 percent at the retailer. The company said it saw an increase in expenses that it attributed to payroll increases and occupancy from new stores. Tractor Supply opened 21 new stores in the quarter and closed none, a higher count than the 18 stores the company opened -- and one store it closed -- in the third quarter last year.

Jim Wright, president and CEO of Tractor Supply, highlighted growth categories in the third quarter -- notably the company's core "lifestyle" categories, such as animal health products and pet supplies. Still, the company was "disappointed" with sales performance in its seasonal merchandise category, he said.

"Despite challenges presented by drought conditions and consumer pressures impacting discretionary purchases, we achieved positive comparable-sales growth as well as slight gross margin improvement," Wright noted.

Tractor Supply also lowered its guidance for the full fiscal year, blaming a "delayed onset of colder weather" and "continued external pressures on the consumer."

"We believe it is more appropriate to temper our outlook for our performance through the remainder of the year," Wright said.

Additionally, Tractor Supply announced it has named Gregory Sandfort chief merchandising officer.

Sandfort formerly served as president and chief operating officer at Michaels Stores. Prior to that, he served as chief merchandising officer at Michaels and held merchandising management spots at Sears and Federated Department Stores.

Based in Brentwood, Tenn., Tractor Supply is one of the country's largest retail farm and ranch store chains.

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Tractor Supply names new board member

AUGUST 19, 2007

Nashville, Tenn.-based farm and fleet retailer Tractor Supply has named Louisiana-Pacific CEO Robert Frost to the company's board of directors.

"During his career, Rick has developed expertise in procurement, logistics and supply chain management. As a CEO, he brings additional executive governance perspective to Tractor Supply Co.," said Jim Wright, president and CEO of Tractor Supply.

Frost serves on the boards of several nonprofit organizations. He is a board member of the American Forest & Paper Association, the Forest Products Association of Canada and the Temperate Forest Foundation. He also serves as vice chairman of the National Air and Stream Council.

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15 Points about the Top 500

JUNE 15, 2008 | BY KEN CLARK

1.) Home Depot, \$74.3 billion.

2.) Lowe's Cos., \$48.3 billion.

3.) The list goes on, all the way to Len-Co Lumber Corp., of Buffalo, N.Y., \$25.0 million.

4.) In honor of the work that goes into the creation of our Top 500 list—officially known as the HCN Top 500 Retail Scoreboard—this editorial is written in the form of a list.

5.) There are longer lists, such as the Fortune 1000. There are more famous lists, such as the FBI's most wanted. But there's nothing quite like our deep dive into the otherwise uncharted waters of home channel retailing. The research and degree of difficulty are intense—you can count the public companies of our Top 500 on two hands and one foot. The data isn't handed to us. It's earned.

6.) So how do we do it? Experience and organization. It begins with veteran managing editor Michael Alterio and includes the collective elbow grease of Chain Store Guides, our sister company dedicated to tracking retail statistics.

7.) There is no point in sugar coating the findings.

8.) Combined sales of the Top 500 totaled \$250.9 billion, down 2.1 percent from the previous years. That's the first step backward for the Top 500 since HCN has been keeping track. This decline comes despite industry consolidation that acts as a natural inflator of the Scoreboard's total sales.

9.) Decliners led gainers 288 to 164, with the remaining 48 companies reporting flat sales.

10.) But there is also good news.

11.) Hardware stores seem insulated, to a certain extent, from the housing market woes—a reflection of the neverending need for repairs and upkeep, no matter what the economy does. The 24 hardware store retailers on the list saw a combined growth of 12.6 percent.

12.) Farm and fleet stores fared even better. Combined sales increased 13.1 percent for the 31 farm and fleet companies on the Top 500.

13.) Every time our list is referenced in a PowerPoint presentation or mentioned in the media, we feel a sense of accomplishment.

14.) But the work is never done. We're already thinking ahead to next year's Scoreboard.

15.) The Top 500 begins on page 50. We invite your comments.

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CHEMICALS

January 26, 2012 12:06 PM ET

Environmental Lubricants Manufacturing, Inc.

Snapshot People

COMPANY OVERVIEW

Environmental Lubricants Manufacturing, Inc. provides biobased lubricants, greases, and metalworking fluids. It offers retail greases for retail, farm and fleet, and hardware stores; biodegradable greases for semi-truck fifth wheels, food machinery, and heavy duty trucks; biodegradable extreme pressure greases; and rail curve greases. The company also provides hydraulic fluids, such as elevator hydraulic oils; food and industrial grade biodegradable-biobased hydraulic oils; and biodegradable tractor hydraulic-transmission fluids. In addition, Environmental Lubricants Manufacturing offers general lubricants, including bar and chain, multi-purpose gear, and biodegradable open gear lubricants, ...

Detailed Description

311 B Avenue
Grundy Center, IA 50638
United States
Founded in 2000

Phone: 319-824-5203
Fax: 319-824-5204
www.elmusa.com

KEY EXECUTIVES

Dr. Lou A.T. Honary
Founder

Compensation as of Fiscal Year 2011.

SIMILAR PRIVATE COMPANIES BY INDUSTRY

Company Name	Region
Multi-Plastics, Inc.	United States
FiberTech of Ohio Inc	United States

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HOUSEHOLD PRODUCTS

January 26, 2012 3:58 PM ET

Senoret Chemical Co, Inc.

Snapshot People

COMPANY OVERVIEW

Senoret Chemical Co, Inc. manufactures and supplies ant control products. The company offers moth traps that trap and kill grain, flour, meal, and seed moths; spider and insect traps that trap and kill spiders, scorpions, ants, cockroaches, crickets, and other unwanted insects; and perimeter ant bait plus, a weather resistant perimeter bait that kills and controls carpenter ants, mole crickets, earwigs, silverfishes, slugs, and snails. It also provides mosquito repellent that repels mosquitoes, gnats, and other flying insects for up to 21 days; fruit fly traps that prevent fruit flies from breeding and multiplying; and spider killer sprays. In addition, the company offers multi-purpose insect baits that control and kill ants, cockroaches, crickets, earwigs, silverfish, snails, and slugs; liquid ant killers and baits; ant killer sprays that kill ants and keep them away; outdoor ant killer sprays; ant dusts; carpenter ant and termite aerosols and killers; and outdoor ant killer shaker bags. Its products are distributed through hardware, home center, mass merchant, food and drug, farm and fleet, and independent garden center retailers in the United States. The company was founded in 1893 and is based in St. Louis, Missouri.

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566 Leffingwell Avenue

St. Louis, MO 63122

United States

Founded in 1893

Phone: 314-966-2394

Fax: 314-966-0572

www.terro.com

KEY EXECUTIVES

Senoret Chemical Co, Inc. does not have any Key Executives recorded.

KEY DEVELOPMENTS FOR SENORET CHEMICAL CO, INC.

Senoret Chemical Company Receives \$2 Million Low-Interest Loan

10/21/2010

Senoret Chemical Co. Inc. has received a \$2 million low-interest loan to expand as part of the Missouri Linked Deposit Program. Senoret Chemical will use the loan to buy a new packaging machine, allowing it to more efficiently sell its products to individuals and distributors.

SIMILAR PRIVATE COMPANIES BY INDUSTRY

Company Name	Region
The Gonzo Corporation	United States
YML Group, Inc.	United States
Earth Essentials, Inc.	United States
Weiman Products, LLC	United States
Trewax, Inc.	United States

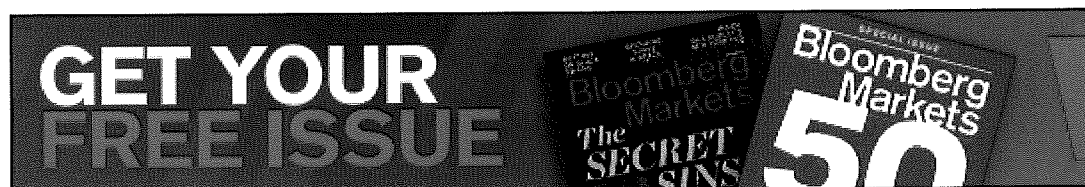
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FOOD PRODUCTS

January 26, 2012 4:01 PM ET

Doane Pet Care Company

Snapshot | People

COMPANY OVERVIEW

Doane Pet Care Company engages in the manufacture and sale of store brand pet food and dry pet food products in the United States and Europe. It offers a range of pet food products, including dry, wet, soft-dry, treats, puppy food, and dog biscuits primarily for dogs and cats. The company also offers category management services, including product development; packaging design; and pricing and marketing strategy. Further, the company operates a machine shop and a structural steel fabrication plant. Doane Pet Care serves mass merchandisers, retailers, grocery chains, farm and fleet companies, and pet specialty stores. The company was formerly known as Doane Products Company and changed its name to Doane Pet Care Company in 1998. The company was founded in 1954 and is headquartered in Brentwood, Tennessee. Doane Pet Care Company is a wholly owned subsidiary of Mars Petcare US, Inc.

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210 Westwood Place South Phone: 615-373-7774
Suite 400 Fax: 615-309-1187
Brentwood, TN 37027
United States
Founded in 1954
2,202 Employees

KEY EXECUTIVES

Mr. Douglas J. Cahill
Chief Executive Officer
Age: 51

Mr. Philip K. Woodlief
Chief Financial Officer
Age: 57

Mr. Joseph J. Meyers
Chief Information Officer and Vice President of
Supply Chain & Quality
Age: 49


Mr. Stephen P. Havala
Principal Accounting Officer and Corporate Controller

Mr. David L. Horton
Vice President and General Manager of North
American Operations
Age: 50

Compensation as of Fiscal Year 2011.

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Tabular Research, Jan 1999

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Contact:

Rick Savitt-CEO

Jason Savitt- President

Debbie P- Purchasing

Company Profile

Product/Service We Provide: Bird Cages and Supplies, Small Animal cages and supplies, dog cages, 1900
Year Established:

Business Type: Manufacturer, Importer,

Company Website URL: WWW.PREVUEPET.COM

Product Range:
Dog Products Bird Products Wild Bird Products Small Animal Products

Contact Details

Company Name: Prevue Pet Products, Inc.

Key Contact: [Mr. Rick Savitt](#)

Job Title: Chairman

Address: 224 N. Maplewood Avenue

City/Town: Chicago

Province/State: ILLINOIS

Country/Region: United States

Zip: 60612

Tel:

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Business Type: Manufacturer, Importer

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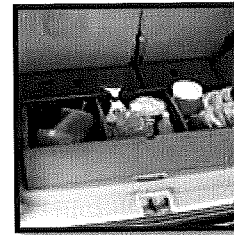
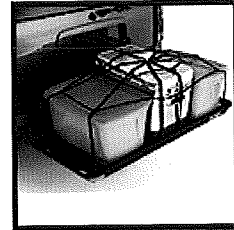
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We believe that with an ever shrinking customer base to call on, "No Stone Can Be Left Unturned." We have been working this territory for more than twenty years and continue to see the growth and expansion of lines we represent. We know it is essential to have a great relationship with your accounts to launch, establish, and grow product lines.



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ABOUT GDS

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Established in 1989 as a division of BowTie, Inc., the leading publisher of pet-related periodicals for more than 50 years, Global Distribution Services is the leader in providing trusted in-store pet product distribution, merchandising and category management services.

We understand the right partner at the right time can mean everything. Partnering with Global Distribution Services means you capitalize on our pet industry expertise — our own publishing family and the solid relationships we have developed with other leading pet information providers, pet and farm & fleet retailers, the book trade, supermarket & specialty and product manufacturers.

Our mission is to enhance the in-store category development of our partnering customers and to help them reach their potential. In-store execution is as important for established products as it is for the launch of new product lines. As our partners' businesses evolve, Global Distribution Services changes to meet the needs of their operations.

We have increased the total magazine sales of our more than 3,800 partnering retailers by as much as 85%. We also have increased overall in-store sales by as much as 40% through cross merchandising.

Our demonstrated success in pet specialty chains is why established pet retailers, such as PETsMART, PETCO, Pet Supermarket, Petland, Pet Supplies Plus and Petcetera, rely on our customized programs that create results.

We have filled a critical necessity for innovative and successful pet product distribution and merchandising. We've got what it takes to help our partners lead in the pet market.

Global Distribution Services is a member of the National Association of Retail Merchandising Services and the Pet Industry Distributors Association.



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Address: **4161 E. 7th Ave.
Tampa, FL 33605
UNITED STATES**
Phone: **(813) 367-0282 x2203**
Fax: **(813) 367-0266**
Email: **gblickle@gardner-gibson.com**
Website: **www.gardner-gibson.com**
www.roofrepair.com

Company Description: **Gardner, APOC and Black Jack brands are the top choice for professional roofers. APOC brand is sold exclusively through roofing distributors, while Gardner and Black Jack brands are available through leading building material and home improvement stores, hardware, lumber, and farm & fleet retailers.**

Trade Names:

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Black Max®
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Products:

Adhesives, Sealants, Caulk Manufacturers
Bitumen Manufacturers
Coatings Manufacturers
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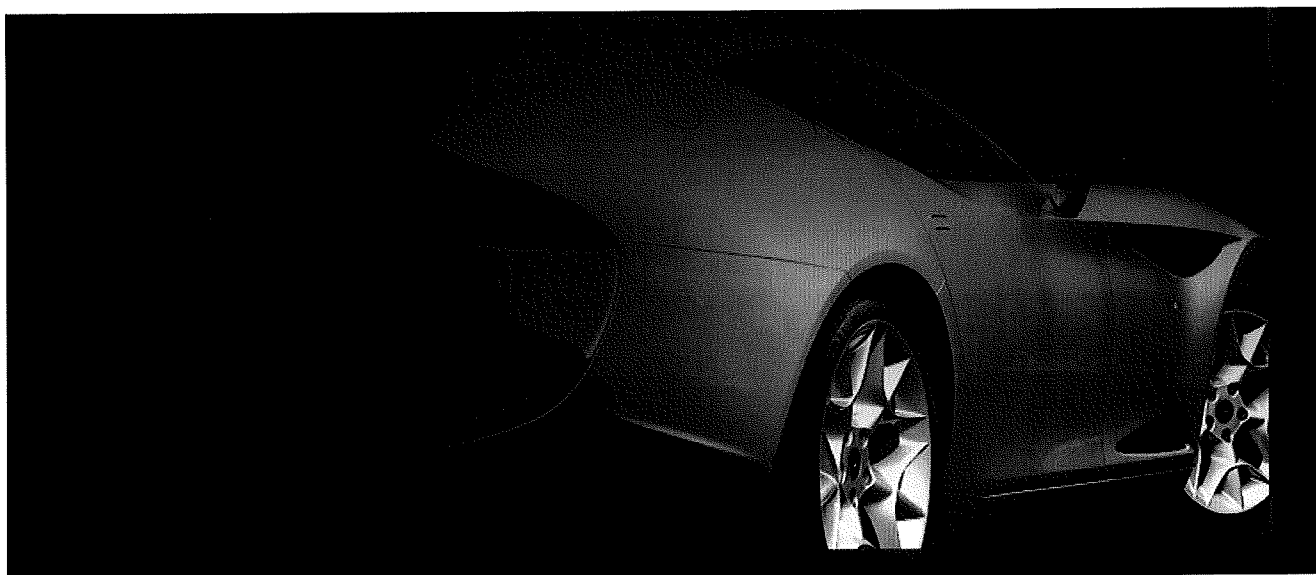
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Aiken Chemical Company in business since 1946, has established itself as a leading producer of high quality products that are sold throughout the United States, Canada, and Mexico. Aiken's products can be found at automotive, hardware, farm and fleet retail stores and commercial companies serving both professional and do-it-yourself customers.

Aiken manufactures many industrial and appearance cleaning products under the Purple Power® and Prime-Shine® brand names.

Purple Power® Industrial Strength Cleaner/Degreaser is the Number One purchased Cleaner/Degreaser in the U.S. and has been since 2003 (as rated by the NPD Group).

Prime-Shine® brand appearance products produced by Aiken can be found at major retail accounts. These products include Car Wash, Car Wash & Wax, Tire Shines, Wheel & Trim Cleaners, Protectants, Spray Waxes & Detailers, Glass Cleaners and other products.



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Dri-Duck Apparel

This work wear and performance apparel product, which rolled out with 12 schools, is targeted to male consumers age 18-60 that have a diverse interest in outdoor activities. These outerwear items are available in farm and fleet, sporting goods, western, outdoor, specialty, and department stores.



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Media Contact:
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Sweeney's New Solar Powered Sonic Spikes Drives Moles & Gophers Away *Chemical-free Product Uses Sonic Pulses to Repel Rodents*



ST. LOUIS –Sweeney's has done it again. One of the nation's leading makers of mole and gopher control products for consumers, the company has taken a good thing and made it even better. Sweeney's mole and gopher sonic spikes are now solar powered – no batteries are required. The new Solar Powered Sonic Spikes offer a convenient, chemical and poison-free alternative for driving moles, gophers and other rodents out of homeowners' lawns.

"Moles and gophers are some of the most disruptive lawn and garden pests around, because they can literally destroy the lawn," says Sweeney's resident mole control expert Stewart Clark. "Solar Powered Sonic Spikes, the newest addition to our line of mole and gopher control options, is a great option to send burrowing rodents scurrying away."

Sweeney's Solar Powered Sonic Spikes rely on sonic pulses that penetrate throughout the soil every 30 seconds. While the pulses are inaudible and harmless to humans and pets, they are incredibly irritating to underground rodents, who have an acute sense of hearing.

Within seven to 14 days of continuous use, moles and gophers should start to move away from the affected area, irritated, but otherwise unharmed. One solar charge will last up to five days.

"The fact that homeowners don't have to worry about buying and changing batteries in order to operate the spikes is a huge plus – but they're also water-resistant and are built with a mow-over

design, making it one of the most convenient mole control products in the market today,” notes Clark.

To use, simply insert the spike until it is flush with the ground. Fully inserted, the spike will be virtually unnoticeable and can be safely walked and mowed over. Each spike will cover up to 7500 square feet of lawn.

Sweeney’s Mole & Gopher Sonic Spikes are available at leading hardware, home center, mass merchant, farm and fleet and independent garden center retailers nationwide. For additional information about Sweeney’s new Solar Powered Sonic Spikes or to learn more about controlling moles and gophers, homeowners are encouraged to call Sweeney’s hotline at 800-837-7644, or visit www.wrsweeney.com.

#

About Sweeney’s

Headquartered in St. Louis, Missouri, Sweeney’s® is an industry leader in proven mole and gopher, rodent, and nuisance wildlife control. Sweeney’s was founded in 1892 by W.R. Sweeney, a pharmacist who invented a mouse killer that was so effective that the line quickly expanded to include other insect and rodent killers. In 2005, the company was purchased by Senoret. Today, Sweeney’s products are widely distributed at leading hardware, home center, mass merchant, farm and fleet and independent garden center retailers nationwide. For more information on Sweeney’s products, call 1-800-837-7644 or visit www.wrsweeney.com.

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Antler Attakk



BARB STORBECK, Tara Gesy, Jean Just, Larry Storbeck and Kraig Storbeck at Antler Attakk in Clearwater.

People in Clearwater who like hunting or enjoy observing wildlife have a business in town that promotes the great outdoors. Antler Attakk opened in the Clearwater Shopping Center over a year ago.

"We've always been avid deer hunters and avid wildlife management people," says Kraig Storbeck one member of the family-owned business. "My parents live in Clearwater, and a lot of our manufacturers are closer to this area so shipping and logistics made a big difference."

Storbeck said they were interested in the health of the deer and wanted to grow bigger deer.

"We called a company called Plotmaster and purchased a food plot planting machine. The next thing I know they granted us a distributorship to sell Plotmasters in four states," says Storbeck.

They did such a good job selling the planting machine, they got a call from Tecomate, a seed distributor that specializes in food plot seeds for wildlife.

"They wanted us to be a seed distributor as well," says Storbeck. "Now we represent them in 13 states."

From there they decided to add deer minerals and the company evolved into Antler Attakk.

"We used six PhD nutritionists to put this together. We've got the best deer mineral on the market because we use milk calcium, which is 100% digested and 100% absorbed within the deer," says Storbeck. "So we're maximizing antler growth and it's very important for the doe and the health of their fetus."

Storbeck says there are other mineral blocks on the market, but most have a high percentage of salt, which dehydrates the deer.

"Deer cannot get enough minerals in the wild so we have to supplement them," he says. "There's a lot of deer minerals on the market, but we've got the only one that's 100% absorbed and digested."

Antler Attakk deer mineral comes in powder form in 10 lb., 20 lb. and 50 lb. bags. They also have a 25 lb. mineral block for use between January and September and a year-round protein block. In a few weeks, the company will be coming out with liquid attractants in one-gallon bottles and a 25 lb. bag of deer feed made with protein pellets, corn, oats and soybeans.

"So basically what we have to offer is a complete wildlife management program," says Storbeck. "It's not just about growing bigger deer but healthier deer as well."

He says people don't have to be deer hunters to use Antler Attakk products.

"Sure, everybody is looking to shoot that big buck, but this is also for people who enjoy the outdoors," says Storbeck. "They can sit in their cabins, watch the wildlife and take photos."

Antler Attakk products are available at some **big box** stores, sporting goods stores, **farm and fleet** stores and some hardware stores.

People are invited to stop in the office at the Shopping Center and pick up items at a discount.

The **store**, located near the site of the old Coborn's Liquors, is open 8 a.m. until 4 p.m. Mon. - Thurs. and 8 a.m. until 1 p.m. Friday.

For more information call 320-558-4614 and check their website at www.antlerattakk.com

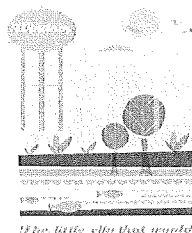
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The Little City that Would

By Mari Harries, Minnesota 2020 Contributor

March 17, 2011

Frank Tyger, a nationally published cartoonist, columnist and humorist, once said "Your future depends on many things, but mostly on you." This is my attitude when it comes to local economic vitality, thus the birth of Windom's very own support local campaign, "The little city that would."



Support local campaigns are becoming increasingly important in both big cities and rural communities for merchants trying to preserve market share as big box retailers encroach. In rural Windom, our strategy is twofold. We want to keep what businesses we do have, but also encourage regional entrepreneurs to start up or expand in Windom. "The little city that would" campaign is a friendly reminder for community members about the power they possess—the power our local consumers have over our economic livelihood.

The initial strategy is simple: a slogan and logo. Now, we have to get out there and make sure they're engrained in all aspects of the community, from businesses to the schools to community groups. We must round up those with the skills and capabilities throughout the community that can contribute in spreading the word. It is no surprise that when an initiative is commonly supported within a community, it progresses. It's the old "I scratch your back, you scratch my back" mentality to get things done, and it works.

We want Windom area shoppers to remember the logo and hopefully it triggers a conscious effort to support local businesses and local organizations. There are a number of reasons to do so, especially in a small town.

It might be tough to find true supporters when a quick 28 mile trip down Highway 60 to Walmart exists. Oh by the way, in rural time, miles are equivalent to minutes. In other words, a Windomite can "Save money. Live better" just up the road. Even with the increased price in gas, the mentality that you can save money by going to Walmart still exists.

It is what we have been doing since the invention of the modern car—we go out of town. It's a luxury, and it has become second nature. And while we get out of town on the weekends, we do our shopping. Why? Because we can. It's funny. We don't really have to leave town for most household goods. Windom has clothing spots, a hardware store, flower and gift shops, farm and fleet suppliers, a general store, and even a place to buy antiques.

The idea behind "The little city that would" isn't about fighting big box retailers, it's about reminding our community that they have a choice. It is a choice that fundamentally supports not only businesses but our local schools and organizations that ask these businesses for donations. Successful local businesses give our younger generation inspiration that entrepreneur opportunities exist in rural towns. There are numerous reasons the choice should be made to support local and "The little city that would" is dedicated to reminding our community to make the local choice.

After doing some research about support local campaigns and how effective they truly are, I was pleasantly surprised to find out how such a simple concept can make such a big impact.

The New Rules Project, part of a Minneapolis-based public policy group, conducts an annual national survey of independent businesses. It found that for four years in a row "communities with an active 'buy local' campaign run by an Independent Business Alliance or Local First group have experienced markedly stronger revenue growth compared to those located in areas without such an initiative."

We have the slogan and the logo, we have the facts to prove the success of such efforts, and are slowly gaining momentum of local support, but how will a small, rural town really respond to this current movement that has emerged? Are they as optimistic as I am? Will we be the little city that would? We will soon find out.

Mari Harries is an active campaigner for Windom's buy local campaign and founder of the blog Finding Windom.

Logo illustration courtesy of Crystal Barlow-Jensen

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The Problem

For the maturing kids' market, distribution issues make growing up tough.

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Toy Fair 2004: Niche Toys

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These little engines are propping up a flat market.

If there's a plaything that best symbolizes the state of the specialty toy market, it's the domino. From FAO Schwarz (broke, retreating) to Zany Brainy (89 stores shuttered), Toys "R" Us (so long, Imaginarium and Kids "R" Us) and mass/specialty straddler KB Toys (375-500 stores expected to close), players in the retail channel have fallen faster than a row of toy tiles teetering across the San Andreas. Even Mark Twain would have to agree that rumors of this market's demise—in response to the might of Wal-Mart and other category killers—have been far from exaggerated.

"The 'big fives' have changed," said Marc Rosenberg of Rosenberg Youth Marketing, Bannockburn, Ill., a veteran toy executive who marketed must-haves Furby, Gig-apets and robodog I-Cyble while at Tiger Electronics. "If toy companies that haven't sold outside of those don't adjust their selling techniques, they're going to have an insurmountable problem."

While the industry's future may seem bleak, the retail shakeup could in fact create opportunities for smaller toymakers to sell outside their traditional specialty channels.

"[Specialty] retailers had enough ordering power that they could say, 'Either sell to me, or sell to Wal-Mart,' and manufacturers desperately needed those accounts," said consultant Lisa Orman of Kid Stuff, Waunakee, Wis., who represents smaller toy manufacturers in the Upper Midwest. "But there really are no big specialty toy chains anymore. Now, they suddenly have the freedom to sell to both [mass and mom & pops], so it opens up [a] new channel. This Toy Fair will be the first time the Wal-Marts will really bother to look at their wares."

Making this shift, however, will not be a cakewalk. Companies will need to secure bigger lines of credit to make not thousands of units, but hundred of thousands; and, they'll need to wait longer for payments. They'll have shipping and distribution issues to iron out and be forced to come up with more packaging options for different tiers.

Still, toy manufacturers are looking to the specialty market to spur new

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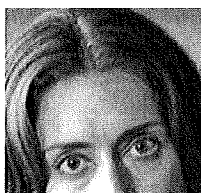
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growth. The category boasts several bright spots in a stagnant industry that hasn't seen a significant sales increase in years, and in fact suffered a decline in 2003. Among the flourishing segments were arts & crafts, which rose 5% last year to \$2.4 billion; games and puzzles (up 10.9% to \$2.4 billion); and trading cards (18.7%, \$262 million). Overall, the \$20.7 billion toy industry (not including videogames) was down 3%, per figures from the retail tracker NPD's toy unit.

Part of the drop can be attributed to the sluggish economy, and much of the rest to superstore-led pricing wars. Wal-Mart's fourth-quarter low pricing in particular was an issue, said Reyne Rice, a Toy Industry Association analyst. Wal-Mart dangled prices that were below wholesale on some must-have toys, figuring they'd make the loss up elsewhere once they got people in the stores, and smaller chains simply could not keep up.

Yet the shopping "experience" is alive and well at Mattel's new American Girl outlet in Rockefeller Center, New York. The mammoth specialty **store** boasts a cafe and a theater as supplementary entertainment to the array of dolls, books, clothes and accessories for young girls.

Faced with so many competing alternatives such as videogames, after school clubs and sports, traditional toymakers are eager to improve the **in-store** experience to bring kids back. "Companies like Mattel have traditionally done nothing at retail in terms of displays," said Rosenberg. By contrast, he noted LeapPad's success with its interactive displays: "I think everyone looked at what LeapPad did and went, 'Wow.' If a company has money, they put it into TV. But, 80% of purchase decisions are made in the **store** . . . The companies that are thriving are doing more integrated marketing, pr, finding kids for their focus groups. You have to get out there."

Hasbro's hit Beyblade tops is the best example, he noted. "They hold tournaments, retail planning, real marketing. And I'd say the same with Mighty Beanz [Spinmaster collectibles]. It's the people who aren't afraid to get their hands dirty."

Rice agreed: "It's just more challenging that there's not as many doors to sell to, so [companies will] need to look at creative ways to sell. They'll have to stretch more." Ways of doing this, she suggested, include expanding to catalogs and Web sites, mall-based promotions, play nights at restaurants, sampling at car dealerships—anything that gets product in the hands of families.

Carefully maneuvering distribution is also key to this market. With traditional toy stores shuttering, alt-channels are becoming more of a mainstay for the

creatively inclined. Care Bears, one of

the industry's biggest recent successes, thrived with its licensed line at teen and pre-teen chains including Hot Topic and The Limited Too. Wham-O picked up new outdoorsy licenses—kiddle versions of Sea-Doo and Ski-Doo products—that will sell in sporting goods stores. ERTL's Racing Champions have cornered hobby and "**farm and fleet**" marketing, with John Deere one of its biggest licenses, and Hess has a line of toy trucks for gas stations to sell. Similarly, when Klutz was purchased by Scholastic in 2001, a new channel opened for the maker of craft books: the company's existing book fairs and book clubs. And Toys "R" Us' rolled out 1,000 Toybox boutiques at Albertsons, with the grocer expecting 2,300 by June.

In conjunction with this year's Toy Fair, rather than regaling you with the type of sundry stories that hog holiday headlines (Barbie vs. Bratz . . . What will America's children next be asked to do to Elmo?), we've decided to focus on the little engines that could pick up steam over the next year, if brands within these categories can stay on track. All aboard!

time-killers, and learn how to keep them from killing your business.

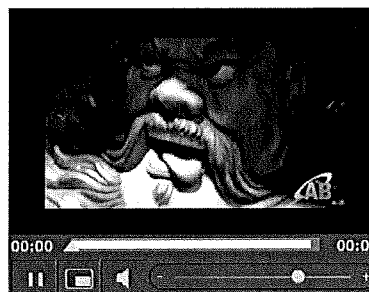
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N-0426

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These search terms are highlighted: **farm and fleet big box store**

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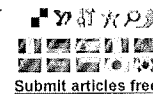
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Quincy, Ill.--Taking a page from the old **farm-and-fleet-store** concept, The Home Depot, the nation's largest home center chain, is testing mammoth superstores designed to sell rural America everything from lumber and lariats to tractors, tools and tires. Now it looks like the company is about to add ready-to-assemble furniture--possibly more than 100 linear feet of it--to the mix.

The experiment, called Home Depot CrossRoads, has two stores up and running, and a third on the way. It is planning to retrofit RTA furniture into its already massive mix, according to sources close to the chain.

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While Home Depot officials declined to comment on "product categories not currently on the shelf," a spokesperson for Home Depot CrossRoads confirmed that RTA furniture will soon be integrated into the megastores' mix.

To date, RTA furniture has not been a part of the mix offered in CrossRoads stores. The first store, containing 217,000 square feet, opened this summer here. The second, with 233,000 square feet, opened in mid-september in Waterloo, Iowa. The third store, expected to be of comparable size, is under construction in Columbia, Mo., and is due to open this spring.

Specifically, HFN has learned, Jim Shalda will have buying responsibilities for RTA furniture, among other categories.

Sources close to this project maintain that Crossroads merchandisers are in the final stages of plotting the space for what one representative from a major supplier called "a pretty hefty selection of RTA."

According to another source, Crossroads is planning between 15 and 17 bays of 8-

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Topics: [Home center stores](#)
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N-0427

foot runs for the category. "My information is that these new stores will each feature at least 100 linear feet of RTA, in categories such as home office and home entertainment," the source said.

Source said the goal is to have RTA products in the shelves of all three stores by spring.

According to Denny Ryan, president of the Crossroads division, the stores are planned to sell building and home improvement supplies, as well as a huge selection of farm and ranch-related products to people living in small, rural communities. He said Home Depot intends to operate the three sites on an experimental basis before expanding the format to an unspecified number of additional sites.

Ryan said, "This is truly a one-of-a-kind store. It's safe to say that there is nothing like CrossRoads anywhere else in the world."

CrossRoads' parent, The Home Depot, operates home centers and Home Depot Expo home furnishings stores in the U.S. and Canada, and posted gross sales for 1994 of more than \$12.4 billion.

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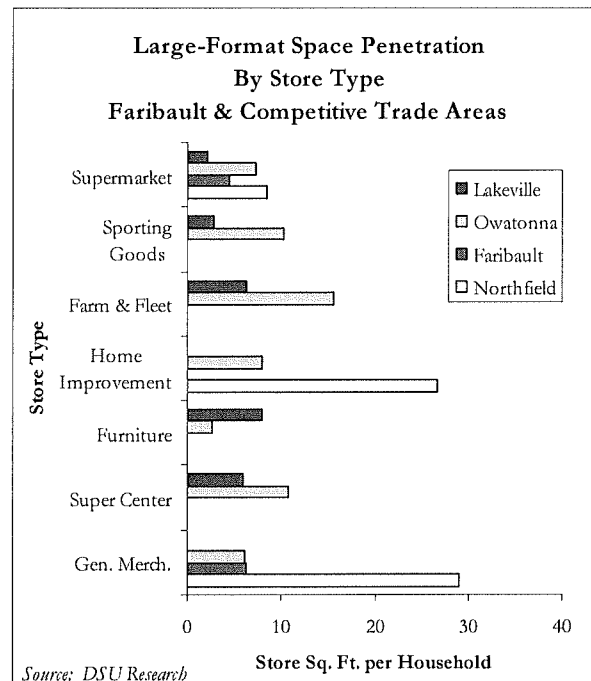
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N-0428

Store Type Comparison

- The large-format stores in the competitive communities can all be classified into one of seven types (categories): supermarket, sporting goods, farm and fleet, home improvement, furniture, general merchandise, or supercenter (combination of supermarket and general merchandise).
- The graphic to the right shows a comparison of penetration rates, by store type, in each of the competitive cities. The Faribault rates are shown in red, while the three other areas are shown in varying shades of blue.
- The graphic shows that, when broken down by store type, the rates of square feet per household are considerably lower in each community. Also, the chart shows that the majority of stores do not contain more than 10 square feet of space per trade area household. The rates in Northfield, except for its supermarket, remain the highest, nearly 30 square feet of space per household.
- The wider variety of store types in Owatonna and Lakeville show how big-box “feeds off of one another” (they tend to cluster) and how these two interchange-oriented communities have been attractive to big-box retailers. Both are carving a niche for themselves as retail destinations in the I-35 regional market. This increasing critical mass of offerings is leading to continued expansion of supportive uses such as restaurants, lodging facilities, and community attractions.



Year Built Comparison

- The graphic on the next page shows the distribution of large-format stores by city and year built, based on data introduced in Table 7.
- Both of Faribault's two large-format stores were built in the 1990s. The vast majority of big-box space in the competitive area, however, was constructed over the past 5 years. Number 1 on the chart highlights this recent boom in large-format store development.
- When broken down by store space added in the competitive area, of the 2.3 million square feet of space identified in the area, 1.4 million (61%) has been built since 2000.



LICENSING

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LICENSING OPPORTUNITIES



With a proven track record since 1999, Art Zulu has played an integral part in launching brands for major licensing companies, fashion industry manufacturers and retailers. Art Zulu has also worked as a broker to successfully introduce many clients directly to retailers.

Licensing a brand and properties into new categories can bring additional revenue opportunities without major investments. Art Zulu's diverse structure gives a client full design, branding and marketing services. Many of today's leading licensing companies such as Beanstalk, Brand Sense Partners and The Joester Loria Group have looked to Art Zulu for creative direction. Art Zulu has provided custom marketing decks and creative services to major manufacturers such as Kid Headquarters, Mamiye Sales, Oved Apparel, Fishman & Tobin, and Sharper Image.

The scope of work in Art Zulu's services include:

- Business Strategy and Marketing Deck
- Brand Presentations
- Licensee and Licensor Communications
- Brand Extensions
- Brand Management
- Design Direction
- Product Design & Manufacturing
- Style Guides
- Retail Relationship Development

Art Zulu has worked with a variety of clients on all aspects of licensing deals, including mens, womens and all age ranges. Art Zulu worked with clothing brand Rampage to launch an outerwear division. The team designed and merchandised the collection and over saw product development, with an outcome of the launch selling over 3 million. Art Zulu also worked with premier licensing agency The Joester Loria Group on a Jeep sportswear line, the Old Toledo Brand. The scope of work included art direction, fashion design, graphics, product development and participating in retail development for multiple product categories. These included sportswear, workwear, and headwear, and are currently featured in the J.C. Penney catalog every season. Art Zulu helped Brand Sense Partners launch a rodeo inspired sportswear and workwear line for Dodge, to be sold in major farm and fleet stores and compete with brands such as Carhartt and Wrangler. With regard to these two lifestyle programs, Art Zulu created a core structure for the lifestyle program that enabled them to further expand the brand into other categories.

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MAGIC is coming up August 22-24, in Las Vegas, NV. Magic is where the international community of apparel, accessories and footwear professionals trades information, previews trends, builds business and shops fashion unlike anywhere else in the industry.

We're Flying:



The Standard Hotel teamed up with Shoreline Aviation to launch StdAIR, a new "airline" servicing East Coast destinations within a 300 mile radius of NYC. Grab some of your friends and jet off to the Hamptons for a day.

N-0062



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KJK Sales specializes in sales management services to manufacturers of consumer packaged goods in the Sporting Goods, Hardware, Farm & Fleet, Automotive Aftermarket, C-Store and other retail chains in the U.S.

Our sales and management services include but are not limited to the following:

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Contact KJK Sales today to discuss your sales management needs!

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N-0270

INVISTA'S CORDURA® Brand Fabric Reinforcements Make Riggs Workwear® By Wrangler® One Tough Pair of Pants



Written by Administrator

SUNDAY, 16 JANUARY 2011 10:23



Newly Designed Sticker 'Calls Out' Durability Benefits to End-Users

WICHITA, Kan. – Jan. 3, 2011 – INVISTA's CORDURA® brand team and the Riggs Workwear® by Wrangler® merchandising team joined forces to update the marketing message and highlight the features and benefits of CORDURA® fabric reinforcements in the Riggs Workwear® by Wrangler® collection, a leading men's workwear apparel brand.

A newly designed sticker helps draw attention to the exceptional durability and functionality that CORDURA® fabric offers to pocket reinforcements in the Riggs Workwear® jeans collection. The diverse collection designed for the working man is centered on, durability, performance, protection and comfort and features styles that go by names like Work Horse, Tradesman, Contractor and Carpenter.

"Wrangler® has a reputation for making jeans with incredible durability and functionality," said Cindy McNaul, global CORDURA® brand and marketing director. "Using extra-durable CORDURA® Classic fabric for back-pocket and knee reinforcements helps to compliment that element of toughness, so we thought it was only fitting to design a new merchandising sticker to 'call-out' the value and benefit to end-users."

CORDURA® Classic fabrics feature enhanced tear and abrasion resistance, as well as long-lasting durability. In particular, the 1000-denier CORDURA® Classic fabric used in the back-pocket reinforcements of the Riggs Workwear® collection is constructed to withstand the wear-and-tear caused by carrying and working with heavy-duty tools and equipment in strenuous environments.

CORDURA® Classic fabric is constructed with qualifying yarns which are woven, dyed and finished in accordance with INVISTA's approved fabric standards for the CORDURA® brand.

Wrangler® and Riggs Workwear® by Wrangler® are trademarks of Wrangler Apparel Corp.

To learn more about the collection visit www.riggsworkwear.com. Workwear® by Wrangler® apparel is available nationwide in specialty stores, including work apparel chains, farm & fleet, and western wear stores, as well as through on-line and catalog retailers. To find a retailer near you, or for more information

N-0056

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The Wrangler® Brand's Karl Stressman Nabbed for Top Professional Rodeo Post

By Courtesy Wrangler® Western Wear

Posted Friday, September 12, 2008

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GREENSBORO, N.C. (Sept. 12, 2008) - *Wrangler®* Western Wear announced today that after 12 years and countless accomplishments unprecedented in his sector, Karl Stressman – director of rodeo and special events for Wrangler Specialty Apparel – will join the Professional Rodeo Cowboys Association (PRCA) as president and CEO of PRCA Properties and Interim CEO of the PRCA.

"The Wrangler brand places tremendous value in our relationship with rodeo, and we are confident that having Karl – a true ally – in the head position at the PRCA will benefit both the Wrangler brand and the western community as a whole," said Phil McAdams, president, Wrangler Specialty Apparel. "The Wrangler specialty business is strong, and we're excited for the possibilities that lie in the future for both the sport of rodeo and the Wrangler marketing programs."

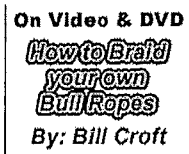
During his tenure with Wrangler, Stressman was instrumental in developing the brand's many respected marketing alliances with various western industry organizations including the PRCA, National High School Rodeo Association, National Intercollegiate Rodeo Association, American Quarter Horse Association, and Miss Rodeo America. Stressman established the brand as the first-and-only title sponsor of the PRCA's Wrangler National Finals Rodeo – the largest annual sporting event in Las Vegas – celebrating its 50th anniversary this year.

"Karl's skill in developing, cultivating and maintaining a healthy partnership with the sport of professional rodeo is unparalleled within this company, and it allowed us to grow closer to the industry and our consumers in a very unique way," said McAdams.

Stressman's role in fostering relationships with western industry powerhouses and rodeo committees across the nation helped the Wrangler brand further strengthen itself as the premier western apparel manufacturer, but also as a leader in giving back to the industry.

In 2005, Stressman utilized the strength of the Wrangler brand to help lead the entire western and equine industry in the fight against breast cancer by co-founding the Tough Enough to Wear Pink™ campaign. He continues to be a guiding force in a program that has raised more than \$5 million since its inception.

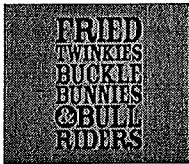
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Championship Quality Bullropes, By: Bill Croft



Rodeo Jackets



Fried Twinkies, Buckle Bunnies, and Bull Riders



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TalkRodeo

"We are a family here at Wrangler. We share common values, goals and an overall lifestyle, and Karl is one of those people who won't let you forget it," said McAdams. "His reputation truly precedes him and we look forward to working with him in his new capacity."

About Wrangler

Wrangler® Western Wear apparel is available nationwide in specialty stores, including work apparel chains, farm & fleet, and western wear stores, as well as through online and catalog retailers. For more information regarding the Wrangler family of products or to locate the Wrangler retailer nearest you, visit www.wrangler.com or call 1.888.784.8571.

About VF

VF Corporation is a leader in branded lifestyle apparel including jeanswear, outdoor products, image apparel and sportswear. Its principal brands include Wrangler®, Lee®, Riders®, The North Face®, Vans®, Reef®, Napapijri®, Kipling®, Nautica®, 7 For All Mankind®, John Varvatos®, JanSport®, Lucy®, Eastpak®, Eagle Creek®, Lee Sport®, Majestic® and Red Kap®.

VF Corporation's press releases, annual report and other information can be accessed through the Company's home page, www.vfc.com.

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Copley And Wrangler Are "Tough Enough To Wear Pink?"

The Pink Guitar entwines fashion with charity.

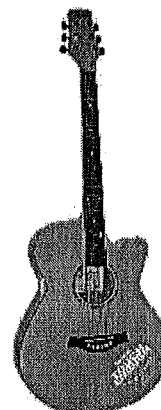
The Wrangler TETWP Copley Guitars which are painted pink and laser engraved are available for promotions, trophies, fundraising, or individual efforts to raise awareness, for breast cancer. Each guitar will retail for \$109.00 and \$25.00 will automatically be donated to TETWP. Custom engraved TETWP guitars are also available for an additional \$10.00.

Each pink guitar purchased will help shed light on the mission of TETWP and help courageous men and women battling breast cancer. Copley is thrilled to partner with Wrangler and TETWP, to support an important cause.

Simba Products, (Simba Instruments, Copley Instruments) was formed in 2000 when partners Babs Simmons, Scott Jurgensmeyer, and John Copley acted on their belief that instruments should not cost a fortune and should be made widely available to families and music enthusiasts at a reasonable price. Copley, a Tennessee company with offices in Nashville and a warehouse in Tipton, Missouri, is determined to operate under the very foundations on which it was founded ' offering affordable, quality instruments to consumers nationwide ' featuring an extensive selection of music instruments including acoustic and electric guitars, acoustic and electric basses, mandolins drums and ukuleles.

For additional information on Simba and Copley, please visit www.simbaproducts.com or www.copleyinstruments.com

{mosimage}Wrangler' Western Wear apparel is available nationwide in specialty stores, including work apparel chains, farm & fleet, and western wear stores, as well as through on-line and catalog retailers. To find a retailer near you, or for more information regarding the Wrangler FR apparel including care and cleaning instructions, visit www.wrangler.com or call 1-800-784.8571.



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ACROSS THE INDUSTRY

07/06/2011

WRANGLER WESTERN WEAR LAUNCHES 2ND ANNUAL WRANGLER NATIONAL PATRIOT TOUR

Greensboro, N.C. – In honor of Memorial Day, Wrangler® Western Wear – the iconic American denim maker and leading manufacturer of western apparel – is proud to announce the second annual Wrangler® National Patriot™ Tour. By sending a team overseas in a matter of days, Wrangler enhances the commitment to offering support, appreciation and encouragement to American military servicemen and women. "We founded the Wrangler National Patriot program in 2009 to give back to those veterans who have suffered injuries fighting for our country's safety and freedom," said Jeff Chadwick, director of special events, rodeo and equine for Wrangler. "To be able to meet those individuals and show our gratitude in person is a truly wonderful thing."

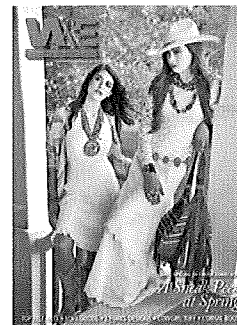
Starting this weekend, the Wrangler National Patriot team, consisting of western industry favorites Kaycee Feild (PRCA Bareback Rider), Annie Bianco-Elliott (Mounted Shooting Horse World Champion Cowgirl), Maegan Ridley (Miss Rodeo America 2009), Jeff Chadwick and Lucas Hoge (country music star) will embark on a 12-day tour through undisclosed bases in the Middle East to meet with troops and offer their support and praise.

In support of the Wrangler National Patriot Tour, Wrangler, Armed Forces Entertainment, and American300 Foundation are sponsoring more than 1,000 download cards of Lucas Hoge's song "Medal of Honor," which Hoge will hand out to service members. The country music star will also perform a "Welcome Home" concert and be available for a meet-and-greet with fans during the Country Music Association Music Festival June 9 at B.B. Kings in Nashville, Tenn.

Wrangler donates a portion of the proceeds from the sale of all Wrangler National Patriot logo apparel to support wounded or fallen American veterans and their families. For available items and participating retailers, please visit www.wranglerwestern.com or www.wrangler.com.

To find out more about how you can get involved in the Wrangler National Patriot program and its cause, and to receive tour updates including photos and videos of troops, visit www.wranglernationalpatriot.com and follow Wrangler Western on Facebook (www.facebook.com/wranglerwestern.com).

About Wrangler® Wrangler® apparel is available nationwide in specialty stores, including work apparel chains, farm & fleet, and western stores, as well as through on-line and catalog retailers. 888) 784-8571; wrangler.com



Current Issue

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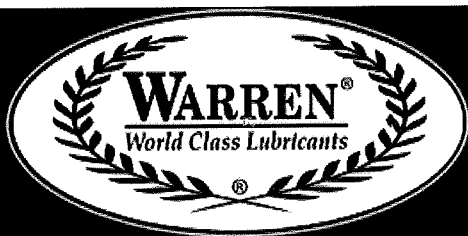
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2003 Pug Badlands

This Pug Badlands is one of the last built by the now-defunct Pug company. Powered by a 20 hp Kohler V-twin coupled to a Ford Escort 4 speed transaxle with Dana-Spicer differentials front and rear, the Pug is as near indestructible as a UTV can be made. The three axis pivot capability of the chassis enables the Badlands to travel the most difficult terrain one can find. The only time I have been able to stop the Pug is when driven up on a deep snow bank where the frame came to rest with all four wheels off the ground. But as long as it has traction, it is virtually unstoppable.



It has a dump box capacity of over one ton and I can tow my three horse slant-load trailer with it. Mine has an enclosed cab which is easily removed. A heater does not appear necessary as body heat from two passengers keeps the cab warm in winter. We have found it to be a rugged and dependable workhorse out at the farm. Perhaps the best feature is that every "wear part" like brakes, bearings, hydraulics, etc., can be purchased over-the-counter at a farm & fleet or automotive parts store. It is entirely American made.



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We are specialists in designing automotive programs for convenience store distributors, wholesale grocers, mass merchandisers, drugstore chains, hardware wholesalers, farm and fleet, and traditional aftermarket.

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Red Wing Shoe Company

Red Wing Shoe Company

Red Wing, Minnesota

Company Summary:

Established in 1905, Red Wing Shoe Company, Inc.(RWSC), is a privately-held corporation based in Red Wing, Minnesota. Red Wing Shoe Company markets several brands of work and outdoor footwear including Red Wing Shoes, WORX, Carhartt, Vasque and Irish Setter.

RWSC has distribution in more than 100 countries around the globe, including over 6,000 US retail locations. Red Wing Shoe Company operates 150+ company-owned Red Wing Shoe Store retail locations in the US. Its mobile shoe trucks provide convenient industrial on-site fitting and sales of Red Wing and WORX footwear.

RWSC currently manufactures over three million pair of shoes per year, and employs over 1,700 people. Corporate headquarters are located in Red Wing, Minnesota. RWSC operates three manufacturing facilities which are located in Red Wing, Minnesota; Potosi, Missouri and Danville, Kentucky. RWSC also has a distribution center located in Salt Lake City, Utah.

All plants have earned certifications for ISO 9001 international quality standards through SGS International Certification Services/SGS Group, the world's largest inspection and verification organization.

Red Wing Shoe Company owns S.B. Foot Tanning which supplies leather for shoes, apparel, furniture and other applications. RWSC also owns the St. James Hotel and Riverfront Centre in downtown Red Wing.

Red Wing Brand

Brand Position: The right fit for people who work on their feet.

Brand History: In a tiny shop in the small river town of Red Wing, MN, Charles H. Beckman began the Red Wing Shoe Company. Over time the boots became well known and eventually the company outfitted the military during the war. This helped Red Wing gain recognition and build consumer confidence in the brand. Over the last century the company has grown into the most respected manufacturer of hard working boots and shoes around the globe with a focus on comfort, quality and durability.

Brand Personality: Honest, bold, grounded, decisive, uncompromising

User: Workers in construction, trades, oil/gas, mining, transportation, railroad, manufacturing, and hospitality. Workers who need the added protection of a steel toe or slip-resistant sole.

WORX by Red Wing Brand

Brand Position: The honest work shoe made for an honest days work.

Brand History: The WORX brand is considered a rather young line in the Red Wing Shoe Company. The line was introduced to offer a value-priced shoe to the market under the Red Wing brand. The shoes are made for gray and blue collar occupation's needs and often purchased with a voucher given through a company.

Brand Personality: Purposeful, dynamic, grounded, genuine.

User: Workers in hospitality and other occupations where the company may contribute toward a safety shoe purchase.

Carhartt Brand

Brand Position: Footwear that meets the Carhartt pledge and tradition of superior quality work apparel.

Brand History: Introduced in the fall of 2004, primarily in "Big Box" farm-and-fleet retailers, Carhartt is now sold in approximately 2000 stores. The line is poised to grow an additional 1000-plus doors in 2006, largely outside the existing Red Wing Shoe distribution.

Brand Personality: Carhartt tough.

User: Farmers, construction workers and other tradespeople whose work requires footwear with highquality safety and durability features. Carhartt brand loyalists.

Red Wing Casuals Brand

Brand Position: Red Wing Casuals provides footwear with details that leave a lasting impression. The Red Wing brand has consistently delivered exceptional attention to detail in its products since 1905. The Red Wing Casuals brand delivers thoughtful design, fit and comfort, durability and peace of mind.

N-0421

Brand History: Red Wing Casuals division started delivering its quality men's products in Fall 2005. The women's line started in Spring 2006. The brand is sold domestically in Red Wing Shoe Stores, independent shoe stores, internet retailers and plans to sell into department stores in the future. At this time there is limited distribution in Canada and Europe. The brand leverages Red Wing's heritage and quality to provide casual shoes to new customers and new distribution.

Brand Personality: Confident, optimistic, and current.

User: Men and women who place a value on looking good and are willing to pay \$75+ on shoes. These consumers may be 30-45 years old but think they are "forever 29".

Irish Setter by Red Wing Brand

Brand Position: Irish Setter by Red Wing Shoe Company is the smart boot. Irish Setter uses technology to deliver innovative products to enhance outdoor sportsmen's activities. These sportsmen approach their sports and purchases with a well-considered strategy.

Brand History: Fifty years ago, Irish Setter was a specific hunting boot product in the Red Wing product assortment. The brand was spun out of the Red Wing brand about five years ago. Initially the brand was available only through Red Wing Shoe Stores. Around 1998 the brand extended its distribution to outdoor hunting or "hook & bullet" stores and catalogers like Cabela's, Bass Pro and Gander Mountain. The brand has grown its product line beyond its initial high-end, all leather upland boot offering. The line now includes camouflage, big game hunting boots; knee boots; pac boots; rugged casual shoes and boating/fishing shoes.

Brand Personality: Masculine, strategic, genuine, responsible but has a good sense of humor.

User: Hunters (big game and upland), fishermen, boaters, outdoor sportsmen.

Vasque Brand


Brand Position: Vasque's technical outdoor footwear helps people push their limits.

Brand History: Vasque began in the late 1960s taking the Red Wing philosophy of excellence to the outdoors. Vasque had been primarily known as the brown backpacking boot company until recently when it's lighter, faster products began changing the Vasque image. Vasque is sold in specialty outdoor stores like REI, Neptune Mountaineering and Whole Earth Provisions.

Brand Personality: Wise dependable friend. Serious about outdoor recreation and pursuits.

User: Ice climbers, mountaineers, backpackers and trail runners who are passionate about their activities.

Red Wing Shoe Company



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National Lawn and Garden Show

HOME TRADE FAIRS AGRICULTURE
NATIONAL LAWN AND GARDEN SHOW PRINT
VERSION 5/27/2011

Organized By: Urban
Expositions

Type of Event: Trade Fair

Category: Agriculture

Event On: June 14,
2011 - June
16, 2011

Venue: Chicago O
Hare-
Crowne
Plaza Hotel
and
Conference
Center

City: Chicago,
Illinois
[USA]

Website: Hidden

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National Lawn & Garden Show is a B2B international
event open to professional merchandisers in the lawn
& garden industry.

Visitors:

Retail Chains, Department Stores, Big Box Stores,
Wholesale Distributors, Buying Groups/Coops,
Catalog and Direct Mail, Television Home Shopping,
Internet Web Sites, Multi-Unit Independent Garden
Centers, Farm & Fleet Stores, Liquidators are the
target visitors.

Exhibitors:

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TRADE FAIR

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Paint and Coating Expo [November 4, 2011 -
November 6, 2011] Gupta Tech

International Gem and Jewelry Show - Timonium
[November 4, 2011 - November 6, 2011] International Gem
and Jewelry Show Inc

Denver Ski and Snowboard Expo [November 4, 2011
- November 6, 2011] BEWI Productions Inc

Celebration Lithuania [November 4, 2011 - November
6, 2011] Litexpo

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National Lawn & Garden Show

Venue: Embassy Suites Dallas -Frisco/Hotel, Convention Center & Spa
 Country: [Dallas, United States Of America](#)
 Start Date: 11-JUN-12 End Date: 13-JUN-12
 Industry: [Agriculture & Forestry](#)



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EVENT PROFILE

National Lawn & Garden Show will be attracting buyers and suppliers from the garden and [lawn](#) industry. The exhibition has no such booth stands at a particular place; the exhibitors will have buyer to buyer interaction according to the pre-set schedule. The event is a business to business affair which will display most innovative products and services in the concerned field. It will be a wonderful platform for the visitors and exhibitors to interact in an informative environment; they will be getting opportunity to share ideas and experiences. The exhibition will be related to lawn & garden; [water garden](#) and pet manufacturing, etc. National Lawn & Garden Show will invite professional merchandisers from all parts of the world, majorly from the USA, Canada, Asia, Australia, Europe and Mexico.

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HIGHLIGHTS

The main highlights of the National Lawn & Garden Show are:-

- + Point of Purchase Showcase (POP)
- + Prototype Review

VISITOR'S PROFILE

National Lawn & Garden Show will attract a large number of visitors including buyers from retail chains, department stores, Big Box Stores, Wholesale Distributors, Buying Groups, Catalogue and Direct Mail, Television Home Shopping, Internet Web Sites, Multi-Unit Independent Garden Centers, Farm & Fleet Stores, Liquidators, etc. The visitors will witness a wonderful learning platform indulging with large number of exhibitors in various discussions.

EXHIBITOR'S PROFILE

National Lawn & Garden Show will include participation of a large number of exhibitors from all around the world. The majority the exhibitors will be Lawn & Garden, Water Garden and Pet manufacturers from the USA, Canada, Asia, Australia, Europe and Mexico. The exhibitors will include manufacturers and Importers of lawn & [garden](#) hard-line products. The [wholesale distributors](#), media and advertising agencies, management consultants and industry support service providers will also be among the exhibitors at the event.

EVENT REVIEWS & EXPERIENCE

National Lawn & Garden Show-[2011]

Venue: Crowne Plaza O Hare, Rosemont, United States Of America

Date: Jun 14, 2011 - Jun 16, 2011

Industry Focus: Agriculture & Forestry

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[National Lawn & Garden Show](#)

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CONCURRENT RELATED EVENTS

[Summer Garden Festival](#)

Start Date: 09-JUN-12 End Date: 12-JUN-12

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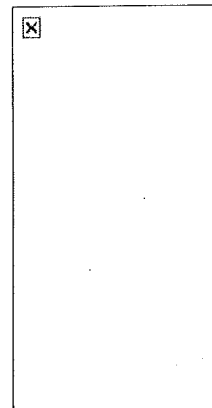
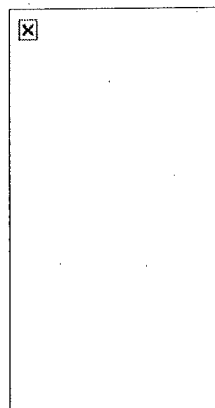
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 from US\$ 161.10
 This hotel is 3 miles from the Dallas zoo. The hotel features a restaurant, bar ...



[Best Western Cityplace Inn](#) ★★ ★★ ✓
 from US\$ 69
 Conveniently located off Highway 75, this Dallas hotel features an outdoor pool...



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Venue: Riga International Exhibition Centre, Riga, Latvia

Summer Garden Festival is where you can meet new and existing suppliers, discover innovative new products and buy for the season ahead. It offers an opportunity to meet local and international...

Aqua Vision

Start Date: 11-JUN-12 End Date: 13-JUN-12

Venue: Stavanger Forum, Stavanger, Norway

Aqua Vision is a biennial international aqua business conference & exhibition, organised to provide a platform for discussion at a strategic...

Green Energy Asia

Start Date: 12-JUN-12 End Date: 14-JUN-12

Venue: Kuala Lumpur Convention Centre, Kuala Lumpur, Malaysia

Green Energy Asia is an South East Asia's biggest exhibition & conference on Green Technology and Renewable Energy. The expo will be focused on development of green energy covering energy efficiency,...

Fispa Tecnologia

Start Date: 12-JUN-12 End Date: 15-JUN-12

Venue: Anhembi Show Pavilion, Sao Paulo, Brazil

Fispa Tecnologia will be concerned with the exhibition of processing and logistics for the food & beverages; and packaging industry; it will be one of the largest demonstrations in Latin...

BBC Good Food Summer Festival

Start Date: 13-JUN-12 End Date: 17-JUN-12

Venue: National Exhibition Centre(NEC), Birmingham, United Kingdom

BBC Good Food Summer Festival showcases all kinds of food processing and packaging machines, materials, systems and products under one roof. This is the unique opportunity to meet senior buyers &...

BBC Gardeners World Live

Start Date: 13-JUN-12 End Date: 17-JUN-12

Venue: National Exhibition Centre(NEC), Birmingham, United Kingdom

BBC Gardeners World Live will gather renowned gardeners and specialists at one platform. It will be a celebration of gardening, providing an inspiration for various industry experts and...

National Agricultural Fieldays

Start Date: 13-JUN-12 End Date: 16-JUN-12

Venue: Mystery Creek Events Centre, Hamilton, New Zealand

National Agricultural Fieldays is the largest agribusiness exhibition in New Zealand. It is a renowned platform for launching cutting edge agricultural technology. There is no doubt that it is...

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Melbourne International Flower & Garden Show

Venue: [Royal Exhibition Building](#)
Country: [Melbourne, Australia](#)
Start Date: 30-MAR-11 **End Date:** 03-APR-11

This event is over and new dates are still awaited.

Exhibitors: 500 **Visitors:** 110000+

Industry: [Agriculture & Forestry](#)

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EVENT PROFILE

Melbourne International Flower & Garden Show (MIFGS) will be organized to promote gardening and floral industry. The exhibitors will exhibit latest and innovative products and services such as beautiful flowers, Mini-tractors for gardening, seeds, watering equipment, pots and plants at the event. The event will host many special programs and highlights like landscape show gardens, the Disney Fairies Children's Garden, Garnier world, student floral fashion design, live floral student design competitions and Decco avenue of achievable gardens these will be the main attraction of the show.

Melbourne International Flower & Garden Show (MIFGS) will be a best place for exhibitors and visitors to interact with each other face to face and make contacts here.

HIGHLIGHTS

The main highlights of the Melbourne International Flower & Garden Show (MIFGS) are:-

- + The Disney Fairies Children's Garden.
- + Landscape Show Gardens.
- + The Great Hall of Flowers.
- + Garnier World.
- + Garden Sculpture Exhibition and Sale.
- + Student Floral Fashion Design.
- + Live Floral Student Design Competitions.
- + Landscaping Victoria Student Design Award.
- + Intermediate and Advanced Floral Student Design Live Competitions.
- + Main Flora

VISITOR'S PROFILE

Melbourne International Flower & Garden Show (MIFGS) will invite numerous visitors from across the globe. The main visitors will be Wholesaler, distributors and buyers of watering equipment, nursery and flowerpots. Apart from these, some other visitors will be owners of Garden Centers, Department Stores and Farm & Fleet Stores and professionals of Aboriculture, Horticulture, Municipalities and Government Parks & Garden Departments.

EXHIBITOR'S PROFILE

More than 500 exhibitors will be participating in the Melbourne International Flower & Garden Show (MIFGS) from all over the globe. The main exhibitors of the show will be manufacturers of lawn-mowers, watering equipment, greenhouses, Landscaping and Home & Gift. Apart from these, some other exhibitors who will provide service of Mini-tractors for gardening and water gardening will also participate in this show.

TRADE SHOW TIMINGS, ENTRY FEE AND HALL No

Public Timing: 30th March-3rd April=> 9:00am-5:00pm
Entry Fee: \$8-\$45

EVENT REVIEWS & EXPERIENCE

Melbourne International Flower & Garden Show-[2011]

Venue: Royal Exhibition Building, Melbourne, Australia

Date: Mar 30, 2011 - Apr 03, 2011

Industry Focus: Agriculture & Forestry

Melbourne International Flower and Garden Show 2009-[2009]

Venue: Royal Exhibition Building, Melbourne, Australia

Date: Apr 01, 2009 - Apr 05, 2009

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In 2010, Compass Diversified Holdings acquired Liberty Safe and Security Products, Inc. ("Liberty"). Founded in 1988 and headquartered in Payson, Utah, Liberty is the premier designer, manufacturer and marketer of home and gun safes in North America. From its over 200,000 square foot manufacturing facility, the company produces a wide range of home and gun safe models in a broad assortment of sizes, features and styles. Products are marketed under the Liberty brand, as well as a portfolio of licensed and private label brands. The company's products are the market share leader and are sold in various sporting goods, farm and fleet, and home improvement retailers. Liberty also has the largest independent dealer network in the industry.

To learn more about Liberty, please visit www.libertysafe.com. Please note that in visiting this site, you will be leaving our website.

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